

The Influence Of Linkaja's Sawadee Krub Advertisement On Consumer Perception

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Abstract

The growth of e-wallet in Indonesia is very rapid, this makes e-wallet an important payment tool demanded by the people. One of the e-wallet is Linkaja. LinkAja uses marketing communication tools to promote their products, which is advertising. LinkAja released an ad titled Sawadee krub on February 13, 2022. This ad attracted 1,410,681 viewers on official Youtube and the feedback in comments was quite positive. This research was conducted with the aim of knowing how much influence Sawadee Krub Linkaja Advertisement on Consumer Perception. This study uses independent variable, namely Advertising with sub-variables Empathy, Persuasion, Impact, and Communication. This study uses dependent variable, namely Consumer Perception with sub-variables Stimulus, Registration, and Interpretation. This research conducted using quantitative methods with descriptive research. The sampling technique is probability sampling, with simple random sampling, and the analysis technique uses normality test, heteroscedasticity test, correlation coefficient test, coefficient of determination, simple linear regression, and hypothesis testing using T test. Based on the results it was found Sawadee Advertisement Krub Linkaja has an influence on consumer perceptions of 73.2%, and 26.8% is influenced by other factors not examined in this study.

Keywords: Advertising, Linkaja, Consumer Perception

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INTRODUCTION

The growth of e-wallet in Indonesia is very rapid, as evidenced by the ease and flexibility offered by the e-wallet itself as an online payment method as well as the QR code scan feature to pay offline. This makes e-wallet the most important means of payment that most Indonesians are interested in, especially in trade and so-called electronic business (e-business). One form of e-business activity is known as digital payments or e-wallet. This transaction uses application technology as an online payment medium that can be accessed from your smartphone and does not require cash to make payments. Currently, the number of fintech (financial technology) users continues to grow. ShopBack survey results show that the use of electronic wallets as a payment method is the most requested by the general public, reaching 65% compared to other payment methods (Shopback, 2021).

Based on the data from (Rangkuty, 2021), it can be seen that the development of the use of e-wallets during the COVID-19 pandemic in Indonesia was led by four products with the best developers from each company. ShopeePay, OVO, Go-pay, Dana, and LinkAja have succeeded in gaining public trust in transactions during the pandemic. Be aware that the use of electronic wallets during the Indonesian COVID-19 Pandemic is increasing. As an emerging market nation, Indonesia has already made strides toward innovation in the payment system for economic digitalization. Since the COVID-19 Pandemic, Indonesia has not had a large amount of economic activity that is believed to be taking place, but rather e-commerce and the use of a digital payment system (e-wallet). Indonesia has significant potential for e-commerce market expansion and e-wallet innovation, both of which have already received widespread public support. Growing population is not a problem, but rather a way for small businesses and other industries to participate in e-commerce and contribute to the improvement of domestic economic growth. Of the five e-wallet products that managed to dominate the Indonesian market, ShopeePay controlled 39%, OVO controlled 18%, Dana controlled 18%, Go-pay controlled 17%, and LinkAja controlled 9%. As we know, controlling 9% of the market in Indonesia is a great achievement (Rangkuty, 2021).

Through its official website, LinkAja is a server-based payment service provider which is the flagship product of PT. Fintek Karya Nusantara (Finarya). Also mentioned, Finarya has been officially licensed by Bank Indonesia since February 21, 2019, as a cryptocurrency issuer and digital financial service provider for legal entities. Finarya has also implemented an information security management system. Finarya is a subsidiary of 10 public companies (BUMN). As a subsidiary of BUMN, Finarya is also opened to synergize with private parties who have a similar vision and mission (LinkAja, 2019).

LinkAja used many tools of marketing communication to promote their products and services. According to the prior research, Link Aja used promotion mix as their marketing communication tools. This tool of marketing communication used by LinkAja has successfully influenced their users repurchase intentions by 68.4% (Fikri & Lisdayanti, 2020). LinkAja also had a history with using personal selling in their sponsored events and public relation in several channels as their marketing communication tools, (Alda & Wulandari, 2020). For marketing communication, LinkAja was pretty much experienced with the tools before.

LinkAja aims to promote economic and financial inclusion to encourage national economic growth and has a vision to become the leading trusted digital financial platform in the country, and has missions to build ecosystems, payment platforms and financial services that are tailored to the needs of the community, middle class, aspirants, and MSMEs in Indonesia. In line with its goals, vision and mission, Link Aja continues to build an ecosystem to make it easier for users, especially for payments for daily needs such as data credit, electricity tokens, gas station payments, public transportation and many more, mainly thanks to partnerships with several public companies. LinkAja provides financial services in the form of a digital wallet that can be used to pay for various needs from shopping to paying bills. The services provided by LinkAja are in the form of applications that can be downloaded through the Apple App Store or Google Play Store. To introduce its services, in this recent case, Link Aja uses marketing communication tools in the form of advertisements.

Advertisement can be found anywhere in several forms including digital and printed in the postmodern era. Especially during industry 4.0, Advertisement plays an important role. With Advertisement, many companies can introduce their products or brands to the public. Advertisement also helps them a lot as part of their marketing strategy. According to Adobe's business, the 2018 BIA/KELSEY Local Advertising Estimate Project Total local Advertising revenue in the US will reach \$151.2 billion in 2018, up from \$143.8 billion in 2017 and representing a growth rate of 5.2%. Traditional media will comprise 64.7% of revenue, with online/digital security of 35.3%. BIA/Kelsey defines local Advertisement as all Advertising platforms that provide access to a local audience for national, regional, and local marketers. This growth will significantly emerge later in 2020 worldwide. For example, when the

Coronavirus brought many industries to a standstill, spending on Advertising around the world has been increasing steadily. Fortunately, the market is seeing healthy growth in 2021 and is expected to continue on the road and surpass one trillion US Dollars by 2026 (Pusat Sumber Daya Adobe, 2022).

Advertisement growth is also emerging in Indonesia as the 4th largest country in the world by population and also the most advertisement tolerant country in Southeast Asia, as explained by The Trade Desk Country Manager Indonesia. Advertisement in Indonesia has the same impact on the industry. especially in marketing, which aims to introduce products, services, or brands to the wider community. The company is creative in planning and broadcasting its advertisements. Advertisements are unique and can attract people's attention so that many people are interested in getting to know the product and buying it. Companies are also starting to look beyond the company or clan bureau and are starting to use promotional specialists in various fields to help companies develop and implement the various components of their promotion plans (Morrissan, 2015).

Advertisement can be defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor (Morrissan, 2015). Advertising is a way to promote a product, brand or service to the public to drive interest, sales. Advertisements can take many forms, from print media to digital media such as interactive videos. The impact of attractively generated ads will show in several metrics such as increased sales or brand recognition. LinkAja released an ad entitled Sawadee krub on February 13, 2022.

In LinkAja's advertisement, Sawadee Krub tells the story of two men whose fates are opposite and shows the benefits of using LinkAja, such as eliminating anger because of difficulties in making purchases or paying transactions and making activities more useful by using LinkAja. This advertisement caught the attention of 1,410,681 viewers on LinkAja's official Youtube channel, LinkAja Indonesia. The reciprocity achieved is quite positive in this advertisement, as evidenced by the responses contained in the YouTube comments column.

Picture 1. LinkAja's Advertisement "Sawadee Krub" on YouTube.



Source: LinkAja Indonesia Channel on YouTube

With the LinkAja Sawadee krub ad as shown in picture 1, LinkAja seems to maximize aspects that can be used to increase the attractiveness of its own ads. The use of narratives with storyboards and scripts has proven to be able to attract people to get to know LinkAja's products. In addition, the use of an explicit logo is also a big attraction to introduce the product. Based on pre-research observation, unlike other financial products and services advertisements, LinkAja's Sawadee Krub advertisement used comic appeal, making the

advertisement feel light and funny. This approach to comic feeling was rarely used in advertisements about financial products and services. For example, financial products and services advertisements usually felt like they were offering security, safety, and the easy use of their financial products and services. LinkAja was the recent financial provider that advertised their products and services with this comic way of advertisement approach.

The results of the pre-research observation show that during 2022 there were 18 advertisements uploaded by the official LinkAja YouTube account. It can be seen that the Sawadee Krub ad has the highest number of likes. Even though the number of viewers is the second highest compared to the "Comfort Zone Not to Leave!" but sawadee krub ad is the latest ad. The LinkAja Sawadee Krub advertisement, the object of the author's research, is based on a comparison with the advertisements released by the official LinkAja YouTube channel in 2022.

Based on the results of pre-research observations in the comments column of the official YouTube channel link many audiences gave positive comments and liked the concept of the LinkAja Sawadee krub ad. So based on this, there is a relationship between when consumers like the ad, the consumer can also be said to like the brand. According to pre-study observations about the positive comments from the audience about this ad, researchers are interested in examining whether it will affect consumer perceptions of LinkAja.

(Purnaningwulan, 2015) the purpose of advertising is to persuade listeners, viewers, and readers so that they decide to take certain actions. In addition, advertisement aims to introduce a product, attract consumers' attention to the existence of the product, and make them want to buy it. Advertisement can be used to build a long-term image for a product or as a trigger for quick sales. In this case, the audience is LinkAja consumers.

Consumer Perception is the process through which a person selects, organizes, and interprets certain information to form certain meanings about certain products or brands. The perception process is based on several stages that are Stimulus, Registration, and Interpretation. Based on the previous research there is a relationship between Advertising and consumer perception, this is due to the purpose of persuasion in Advertising (M. Yudha Prawira, Marisi Butarbutar, Sherly Sherly, 2019).

The previous research that the author used as a reference in this study was the first to examine "Influence of Advertisement on consumer perception and buying practices" by Priyanka Kardam and Dr. Kavita (2021). This study shows that Advertising has a significant influence on the way consumers subconsciously think. Different effects can be seen in each form of media. Due to the availability of audio and video media for information transmission, television, and social media platforms such as Instagram, Facebook, and Youtube, have greater influence than print media. The second study examines "Persepsi Konsumen Pada Iklan Produk Converse Di Media Instagram Terhadap Minat Beli Ulang" by M. Syahri Ramadhani 2022. This research shows that everyone's perception is developed depending on the input received regarding what is seen, felt, and heard. Instagram media may be utilized as a promotional tool to affect a potential customer's mindset. Product ads shown on Instagram, on the other hand, will continue to make changes and employ the most recent improvements in terms of materials, colors, and product shapes to impact customers. The third study examines "Analisa Persepsi Konsumen terhadap Iklan Video pada Instagram" by Maharina Nursaif, Lusianus Kusdibyo, and Rafiati Kania (2020). This research shows that consumers' impressions of advertisements posted on Instagram vary. However, in general, consumers have a favorable impression of the advertisement and a favorable attitude toward it. Customers are interested in purchasing products advertised in Instagram video ads. As a result, video ads on Instagram may be considered a successful Advertisement channel. Based on the explanation above, it can be seen that the difference between this research and the research conducted by the author is in the variables and research objects. Previous research has focused on how Advertisement affects consumer perceptions and buying practices, but the author's research only focuses on how Advertisement affects consumer perceptions. Previous

research has also shown that Advertisement has a significant influence on the way consumers think subconsciously.

While my research focuses on the effect of advertising on consumer perceptions, it is interesting to study because, in accordance with the above description, apart from LinkAja, it is a local Indonesian e-wallet that has been officially licensed by Bank Indonesia and also one of the e-wallets that controls 9% of the Indonesian market, so it is interesting to study as the subject of research. The LinkAja Sawadee Krub advertisement is an Indonesian advertisement in collaboration with Tang Jai Tham Creative Lab (TJT) and adapted to Bangkok as a background for shooting. The positive response from the public can be seen from many viewers, positive comments, and the way the advertisement is packaged with comic appeal. It is rarely used in advertising financial products and services. In addition, this research is important because consumer perceptions can affect brand image, brand awareness, and purchasing decisions. So, it is interesting to study how it affects consumer perceptions of a brand.

In addition, there is a difference in urgency, which is the reason the author is conducting this research. One of them is an e-wallet that is developing in Indonesia, so it is interesting to research. See how LinkAja can influence consumer perceptions through Sawadee Krub advertisements. There is also an update in this research, namely, the researcher adds a theory about marketing tools so that it can be better understood that advertising is one of the marketing tools that can be used. Based on this background, the writer is interested in conducting research entitled "The Influence of LinkAja's Sawadee Krub Advertisement on Consumer Perception".

LITERATURE REVIEW

Communication

(West & Turner, 2021) Communication is the social process by which individuals use symbols to establish and interpret meaning in the environment. It involves interacting with people, face-to-face or online. This inevitably involves two people, the sender and the receiver. Both play an important role in the communication process. When communication is social, it involves people who come to interact with different intentions, motives, and abilities. Communication is a process that means it is continuous and endless. Communication is also dynamic, complex and constantly changing. From this communication perspective, we emphasize the dynamics that create meaning. Therefore, communication has no clear beginning and end. The process characteristics of communication also mean that many things can happen from the beginning to the end of a conversation. When the discussion begins, people can end up in a completely different place. This is indicated by frequent conflicts between roommates, spouses, and siblings. Conversations can begin with absolute and inflexible language, but compromises can resolve conflicts. All this can be done within minutes. Personal and cultural changes affect communication. Therefore, communication can be seen as a process that changes between interacting partners over time. If we don't share some meaning, we will all have a hard time speaking the same language and interpreting the same events (West & Turner, 2021).

Marketing Communication

Marketing Communication has been defined as the sharing of information, concept, and meaning about products, services and the organization that sell them, by the source and receiver. Marketing Communication is targeted interaction with customers and prospects using one or more media, such as direct mail, newspapers, and television, radio, billboards, telemarketing, and the internet. Before putting a product in the mind of the buyer, it is

necessary to first show the buyer a positive attitude toward the product or service and the sales staff through the promotion mix and realize that it may lead to sales. I have.

From a marketing perspective, the communication or promotion mix can serve the following functions (Kayode, 2014).

1. INFORMATION: Especially at the introduction stage of new products that the company is trying to establish primary demand for.
2. PERSUASION: Once major demand is established, commercial communication can emphasize persuasion in the struggle for brand domination. Selective demand for a seller's branded product can be built through the brand name, emotional appeal, repetition, packaging labeling, and similar means. This usually happens during the growth phase Product life.
3. COMBINED PROMOTIONAL INFORMATION AND PERSUASION: Sellers combine information and persuasion in promotional messages, trying to grow both major and selective demand.
This usually happens when the product is in the mature or descending phase of the light cycle.
4. SOURCE: such as an organization selling products.
5. MESSAGE: such as information, signs and symbols.
6. RECEIVER: such as consumers and the company's publics.

Marketing communications, that is messages flow between the rm which is its source and four main groups or receivers:

1. Consumers
2. Various sales supporting personnel such as wholesalers, retailers, and other middlemen in the marketing system.
3. Other members of the distribution channels and the marketing system are not directly under the control of the selling firm, such as advertising agencies, sales agents, and others.
4. Material and resource suppliers such as financial and governmental agencies.

To meaningfully analyze marketing communications and their effectiveness, feedback must be present. Meaningful market feedback is the knowledge of sales completed because of reporting. The modern company manages a complex marketing communications system, the uses its communication mix of advertising, sales promotion, publicity, and personal selling to disseminate marketing and corporate information, to its distribution channel members, consumers, and other various publics. The type of information transmitted to these diverse groups contributes significantly to the positive impact that enhances the credibility of the company, its products, and people.

Marketing Communication Tools

Personal selling is studied as part of marketing communication tools. In this subchapter, the researcher wants to explore more theories about marketing communication tools that can provide research insight. Marketing itself includes a marketing mix strategy. The marketing mix is a controlled set of tactical marketing tools that can be combined with a business to achieve the desired response from the target market (Firmansyah, 2020). The marketing communication mix is a formula and also the applicable tools of marketing communication are:

- a. Advertising

An advertisement is a piece of non-personal information about a product, brand or company that is sponsored by a sponsor. Advertising can also shape and make sense in consumers' minds to influence brand image, consumer trust and behavior. Advertising is done through a number of media. For example, advertising can be done

through radio, television, print media, billboards, signs or even through the internet (Firmansyah, 2020).

b. Sales Promotion

Sales promotion involves directly persuading consumers to buy certain products. Promotions can be done through discounts or value-added offers if the consumer buys the product. For example, 70% off a product or buy one, get one free. Sales promotion is considered as a marketing tool that can stimulate a faster and stronger consumer response so that the company can quickly manage the decline in sales (Firmansyah, 2020).

c. Public Relation and Publication

Advertising involves many forms of communication to enrich the image of a company, product, or brand. For example, an exclusive article in the newspaper speaks positively about a certain brand or a certain product. Public relations and publishing have their own appeal among other marketing tools. It can reach potential buyers who are not reachable by advertising. Consider the fact that PR and publishing have more credibility than advertising (Firmansyah, 2020)

d. Personal Selling

Personal selling is the most effective tool to take to the next level of buying, especially in building consumer interest, trust, and action. Personal accessibility makes personal selling as a marketing tool more intimate and interactive in the relationship between the product, brand or company and the consumer (Firmansyah, 2020).

e. Direct Marketing

Direct marketing is a direct connection between target customers with the aim of getting a quick response. Direct marketing can get the fastest possible response to establish a good relationship with the consumer. This includes telemarketing, catalogs, in-store or store signage, and direct mail. Direct marketing is not public, it sends a message to a specific person. It is also personalized; it implies that the marketer directly builds the message according to the person he is trying to convince. Messages in direct marketing are also updated, delivered faster, and are also interactive (Firmansyah, 2020).

Advertising

According to (Kotler, 2016). Advertising consists of impersonal presentations and ideas paid for by identified sponsors through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (sound recordings, video recordings, video discs, CD-ROMs, web pages), and display media (billboards, signs, posters) (Kotler, 2016). Advertising effectiveness can be measured using the EPIC model. (Nasution, F. S. P., & Suyanto, 2016) EPIC Model developed by AC Nielsen which consists of four dimensions:

1. Empathy is a mental state that allows a person to identify himself or feel himself in the same state of feeling or circumstance as other people or groups, further explained that the empathy dimension describes the positive or negative state of a promotional activity.
2. Persuasion is a change in beliefs, attitudes, and desires that is caused by promotional communication and something that can attract someone to do a certain thing, the dimension of persuasion informs what a promotion can provide for the enhancement or strengthening of a brand's character, so that marketers can gain an understanding of the impact of promotion on consumers' desire to buy a product offered.
3. The impact dimension shows how far the product looks different from other products. This is as a result of the ability of a promotion to deliver the message.

4. The Communication Dimension focuses on the audience's understanding of the promotion and the strength of the impression left behind by the information provided.

In this study, the EPIC model theory will be the basis for determining the dimensions of the variable (X) in this study because this study focuses on how an advertisement can influence consumer perceptions of a brand.

Consumer Perception

Perception is a process that arises from the presence of sensation, sensation is an activity that makes you feel or evokes a stimulating emotional state. Sensation can also be defined as the rapid response of the receiving senses to basic stimuli such as light, color, and sound. Perception emerges as a result.

According to (I Wayan dkk.,2021) Perception is due to the conditions of formation, where in general, the terms of perception can be stated as follows:

- a. The perceived object
The existence of objects or social events that cause stimuli and stimuli regarding the senses (receptors). The senses are the main tools in the individual's perception and are the main tools in the individual's perception and are the tools to receive the stimulus. But there must also be a sensory requirement as a tool to transmit the stimulus received by the receptor to the nerve center, namely the brain as the center of consciousness.
- b. The sense organs or receptors.
The existence of sensory organs captures stimuli, then these stimuli are converted into signals that are understood by the brain and then processed. This happens in what is called the process of perception, which is a way of interpreting or understanding messages that have been processed by the sensory system.
- c. Attention
The presence of attention from the individual is a major step in holding perception. Without attention, there will be no perception. The individual must pay attention to the object concerned. After paying attention to it, the individual prepares what he receives with the senses.

Consumer perceptions, according to (Kotler and Keller, 2016), reflect the connections that customers have in their brains. Perceptions are influenced not just by physical inputs but also by stimuli connected to the surrounding environment and particular situations. Meanwhile, perception, according to (Sangadji,E.M., 2013), is a process that occurs as a result of feeling. Individual impressions emerge concurrently based on their experiences, perceptions of the product's outward appearance, and perceptions of the product's fit to their wants, considerably influencing pleasure or discontent with the product or service provider. According to (David L. Mothersbaugh, 2016), consumer perception is a process that begins with consumer exposure and attention to marketing stimuli and ends with consumer interpretation. This shows that the perception process is carried out not only to explain general perception but can also be used as a process of consumer perception.

According to Liliweri in (Alfiatun, 2017) research, the perception process is based on several stages, namely:

- a. Stimulus is a stimulus from the surrounding world that is captured by the senses, the contact between the senses and this stimulus is what we call a response, and this is when the stimulation process occurs. The occurrence of perception begins when a person is faced with a stimulus that comes from his environment.
- b. Registration, In the registration process, a symptom that appears is a physical mechanism in the form of sensing and the conditions for a person to influence through the senses they have. A person can listen or view the information sent to him, then list all the information sent to him.

- c. Interpretation, Interpretation is a cognitive aspect of perception that is very important, namely the process of giving meaning to the stimulus it receives. The interpretation process depends on the way of deepening, motivation, and personality of a person.

In this research, the theory of consumer perception would become the dimension of this research Y variable, because this study focuses on how Customer Perception for a brand can be affected by advertising.

METHOD

After the data is collected, this research will be tested for validity and reliability using the Pearson Product Moment formula and the Cronbach Alpha formula. After that the research results will be analyzed using Descriptive Statistical Analysis. So that the ordinal data obtained from the research results can be processed using the Person R Test, then the data must be converted into interval data using the Successive Interval Method. Before carrying out the regression test in this study, the classical assumption test consists of normality test and heteroscedasticity test. In accordance with the purpose of this study, namely to determine the magnitude of the influence between the X variable on the Y variable, the statistical test carried out next is to calculate the correlation coefficient using the Pearson R Test formula, calculate the coefficient of determination and calculate Simple Linear Regression Analysis. To test the hypothesis in this study, it was done by using the Partial Test (T test).

RESEARCH RESULT

The results of the data that have been collected from 100 respondents who have filled out the questionnaires of this study indicate that 100% of the respondents are aware of the LinkAja Sawadee Krub Advertisement and have watched the LinkAja Sawadee Krub Advertisement. Gender of respondents to this questionnaire is 48% of respondents are male, and 52% of respondents are female. Respondents to this questionnaire 13 respondents (13%) aged 17–20 years, 74 respondents (74%) aged 21–25 years, 10 respondents (10%) aged 26–30 years, 2 respondents (2%) aged 30–35 years , and 1 respondent (1%) aged 35–40 years. Respondents to this questionnaire are domiciled from various regions, namely Bali as many as 28 respondents. While the other 72 respondents came from Bandung 23 respondents, Jogja 16 respondents, Magelang 11 respondents, Jakarta 7 respondents, Medan 3 respondents, Surabaya 3 respondents, Lombok 2 respondents, Sukabumi 1 respondent, Karawang 1 respondent, Bogor 1 respondent, Banjarmasin 1 respondent, 1 respondent in Makassar, 1 respondent in Malang, and 1 respondent from California. Respondents to this questionnaire have various occupations, namely 63 respondents (63%) are students, 23 respondents (23%) are employees, 9 respondents (9%) are entrepreneurs, 2 respondents (2%) are recent graduates, 1 respondent (1%)) is an influencer, 1 respondent (1%) is a teacher, and 1 respondent (1%) is a high-ranking official.

A. Dimensions of Empathy

Advertising Variables from the dimensions of Empathy obtained a score of 1225, with the percentage score of the Empathy dimension of 81.6%. Based on the descriptive analysis, the score obtained is included in the Good category.

B. Dimensions of Persuasion

Advertising Variables from the dimensions of Persuasion obtained a score of 1268, with the percentage score of the Persuasion dimension of 84.5%. Based on the descriptive analysis, the score obtained is included in the Very Good category.

C. The Impact Dimension

Advertising Variables from the Impact dimension obtained a score of 1159, with a percentage of the Impact dimension score of 77.2%. Based on the descriptive analysis, the score obtained is included in the Good category.

D. Communication Dimensions

Advertising Variables from the Communication dimension obtained a score of 1242, with a percentage score of 82.8% for the Communication dimension. Based on the descriptive analysis, the score obtained is included in the Good category.

E. Recapitulation of Advertising Variables

Table 1. Recapitulation of Brand Ambassador Variables

No	Dimensions	Total Score	Percentage	Category
1	Empathy	1225	81,6%	Good
2	Persuasion	1268	84,5%	Very Good
3	Impact	1159	77,2%	Good
4	Communication	1242	82,8%	Good
Total Score			4894	Good
Score Percentage			81,5%	

Source: (Primary Data Processed by Researchers, 2022)

Based on the data in table 1 it can be seen that the total score for all questions on each dimension of the Advertising variable is 4894. The total percentage of each dimension shows a result of 81, 5%, so that the Advertising variable is included in the Good category based on the responses of respondents who have been distributed through online questionnaires.

F. The Stimulus Dimension

The consumer Perception Variable from the Stimulus dimension obtained a score of 1248, with the percentage score of the Stimulus dimension of 83.2%. Based on the descriptive analysis, the score obtained is included in the Good category.

G. The Registration Dimension

The consumer Perception Variable from the Registration dimension obtained a score of 1189, with a percentage score of the Registration dimension of 79.2%. Based on the descriptive analysis, the score obtained is included in the Good category.

H. Interpretation Dimensions

The consumer Perception Variables from the Interpretation dimension obtained a score of 1157, with a percentage score of 77.1% for the Interpretation dimension. Based on the descriptive analysis, the score obtained is included in the Good category.

I. Recapitulation of Consumer Perception Variables

Table 2. Consumer Perception Variable Recapitulation

No	Dimension	Total Score	Percentage	Category
1	Stimulus	1248	83,2%	Good
2	Registration	1189	79,2%	Good
3	Interpretation	1157	77,1%	Good
Total Score			3594	Good
Score Percentage			79,8%	

Source: (Primary Data Processed by Researchers, 2022)

Based on the data in table 2, it can be seen that the total score for all questions on each dimension of the Consumer Perception variable is 3594. The total percentage of each dimension shows a result of 79, 8%, so that the Consumer Perception variable is included in the Good category based on the responses of respondents who have been distributed through online questionnaires.

J. MSI Transformation Results

Table 3. MSI Transformation Results

SUCCESSFUL INTERVAL				
X1.1	X1.2	TOTAL X	Y1.1	Y1.2
3.353	3.889	45.345	2,332	2,879
3.353	3.889	40.191	3.386	2,879
3.353	3.889	43.093	3.386	2,879
4,649	3.889	52.894	4.613	4.131
4,649	3.889	38.787	3.386	4.131
4,649	5,255	55.558	4.613	4.131
3.353	3.889	39.317	4.613	2,879
3.353	3.889	40.191	3.386	2,879

4,649	5,255	55.558	4.613	4.131
2.221	1,681	30.521	3.386	2,879
2.221	2,659	34.669	3.386	4.131
4,649	3.889	44.203	3.386	2,879
3.353	3.889	32,815	2,332	2,879
4,649	3.889	43.924	3.386	2,879
3.353	3.889	46.718	4.613	4.131
3.353	2,659	30.287	2,332	2,879
3.353	2,659	38.961	3.386	2.051
2.221	3.889	36.336	3.386	1.000
2.221	3.889	36.227	3.386	2,879
2.221	2,659	23.972	1.000	1.000

Source: (Primary Data Processed by Researchers, 2022)

K. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2733.94426
Most Extreme Differences	Absolute	.081
	Positive	.079
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.108 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 2. Kolmogorov-Smirnov Test One Sample

Source: (Primary Data Processed by Researchers, 2022)

Based on the data in Figure 2 it can be seen that the significance value (2-tailed) of the Advertising variable (X) and Consumer Perception (Y) is 0.108. which can be concluded that with a value of 0.108 more than 0.05 then the residual value is normally distributed.

L. Heteroscedasticity Test Results

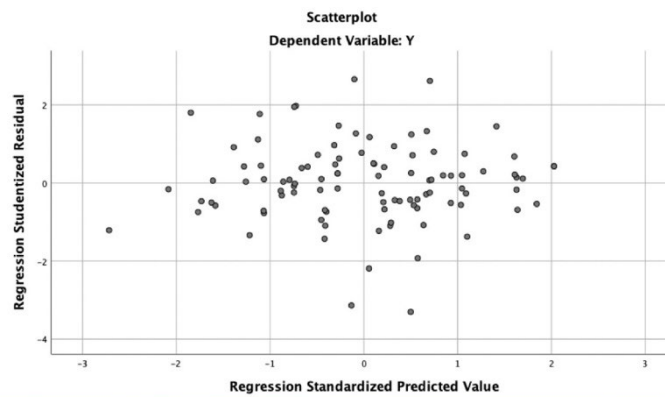


Figure 3. Heteroscedasticity Test Results

Source: (Primary Data Processed by Researchers, 2022)

Based on Figure 3 it can be seen that the data points spread above and below the number 0 on the Y axis. From the data points on the scatterplot also have no pattern and spread at random. So it can be said that the results of the heteroscedasticity test through the scatterplot graph method have been met according to the characteristics that are not affected by the Sawadee Krub Linkaja Advertisement on Consumer Perception, there is no heteroscedasticity problem. So that the classical assumption test of heteroscedasticity is fulfilled. This means that there is a balance between the Advertising variable and the Consumer Perception variable.

M. Correlation Coefficient Test Results

Correlations

		X	Y
X	Pearson Correlation	1	.856**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.856**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4. Correlation Coefficient Test Results

Source: (Primary Data Processed by Researchers, 2022)

The results of the correlation test above with a significance value of 0.856, it can be concluded that the correlation test in this study has a correlation between variable X, namely Advertising and variable Y, namely Consumer Perception. With a significance value of 0.856, it means that the Pearson Correlation value of this study has a perfect correlation level.

N. Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.732	.729	2747.85755

a. Predictors: (Constant), X
b. Dependent Variable: Y

Figure 5. Coefficient of Determination Test Results

Source: (Primary Data Processed by Researchers, 2022)

Based on the data in Figure 5 it can be seen that the value of R square (R²) is 0.732 which indicates the influence of the Advertising variable on Consumer Perception. By using the coefficient of determination formula, it can be determined as follows:

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= 0.732 \times 100\% \\
 &= 73.2\%
 \end{aligned}$$

The results of the above calculation can be interpreted that there is an effect of variable X, namely Advertising on variable Y, namely Consumer Perception of 73.2% . While 26.8% is influenced by other variables not discussed in this study that can affect Consumer Perception.

O. Simple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	799.671	1765.906		.453	.652
	X	.679	.041	.856	16.366	.000

a. Dependent Variable: Y

Figure 6. Simple Linear Regression Results

Source: (Primary Data Processed by Researchers, 2022)

Based on the data in Figure 6 it can be seen that the results of the regression model explain the relationship between the independent variable (X) namely Advertising and Consumer Perception as the dependent variable (Y). Then it can be concluded through the regression equation formula as follows:

$$\begin{aligned}
 Y &= \alpha + \beta X \\
 Y &= 799,671 + 0.679X
 \end{aligned}$$

The results of the regression equation can be explained as follows: The constant value of 799, 671 means the consistency value of the Consumer Perception variable is 799, 671.

The value of the regression coefficient X (Advertising) of 0.679 can be stated that every change or addition of one percent in the Advertising variable, the consumer's perception will increase or experience a change of 0.679 in the same direction. Or in

other words the regression coefficient X (Advertising) has a positive effect of 0.679 on Consumer Perception, which will experience the same increase of 0.679.

P. Hypothesis Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	799.671	1765.906		.453	.652
	X	.679	.041	.856	16.366	.000

a. Dependent Variable: Y

Figure 7. Hypothesis Test Results

Source: (Primary Data Processed by Researchers, 2022)

Based on the results of the data in Figure 7 it can be seen that the results of the significance value through the coefficient table obtained a value of 0.00 where the value is > 0.05 so it can be concluded that the variable (X) Advertising has an influence on the variable (Y) Consumer Perception. In Figure 6, the results of the t count in this study are 16,366, so it can be seen that t count $>$ t table, the results are $16,366 > 1,947$, it can be concluded that H_0 is rejected and H_a is accepted, which means that the variable (X) Advertising has an effect on the variable (Y) Consumer Perception.

DISCUSSIONS

Based on the results of the recapitulation of advertising variables, there are 4 dimensions consisting of the Empathy dimension getting a percentage of 81.6%, the Persuasion dimension getting a percentage of 84.5%, the Impact dimension getting a percentage of 77.2%, and the communication dimension getting a percentage of 82.8%. So that it can be interpreted that the results of respondents' answers indicate that the dimension of the impact on the advertising variable is the lowest at 77.2% and the dimension of persuasion on the advertising variable has the highest influence at 84.5%. Based on these results, LinkAja sawadee advertising krub has been able to persuade respondents, which means that it can provide changes in respondents' beliefs, attitudes, and desires, this is in accordance with what was said by (Nasution, FSP, & Suyanto, 2016). However, LinkAja should increase the impact of Sawadee krub ad in terms of difference from other ads. This is in accordance with what was said by (Nasution, FSP, & Suyanto, 2016).

Based on the results of the recapitulation of consumer perception variables, there are 3 dimensions consisting of the stimulus dimension getting a percentage of 83.2%, the registration dimension getting a percentage of 79.2%, and the interpretation dimension getting a percentage of 77.1%. So that it can be interpreted that the results of respondents' answers indicate that the interpretation dimension on the consumer perception variable is the lowest at 77.1% and the stimulus dimension on the consumer perception variable has the highest influence at 83.2%. Based on these results, it was found that Sawadee Iklan krub from Linkaja was proven to be able to provide excellent stimulation, meaning that stimuli from the surrounding world were captured by the senses. This is in accordance with what Liliweri said in (Alfiatun, 2017). However, LinkAja must improve interpretation in the very important

cognitive aspect of perception, the process of giving meaning to the stimulus it receives. This is in accordance with Liliweri in (Alfiatun, 2017).

Based on the results of the normality test, this study obtained the Asymp value. Sig (2 tailed) of the Kolmogorov Smirnov normality test is 0.108. If the result value is greater than 0.05, then the variables used in this study are normally distributed. This means that the data that the researcher uses has met the requirements to be said to be normal, representing the population in this study. Through the results of a previous study entitled "The effect of consumer perceptions on advertising and sales promotions on interest in reusing grabs" by Riska Sri Pertiwi Ho (2018) shows that the results of the normality test obtained a value of $0.200 > 0.05$, which means the residual value is declared to be normally distributed. This shows that the results of the normality test in previous studies have the same results as this study, namely the research data is normally distributed (Juliandi et al., 2014) in (Meiryani, 2021) the normality test is to see whether the residual value is normally distributed or not. residual value is not on each research variable. Normality test was conducted to test whether the independent/independent/(X) and dependent/dependent/(Y) variables in the regression model were normally distributed or not. In this study, the data in this study can be analyzed using simple linear regression analysis because the data has been proven to be normally distributed which is required by the regression model.

Based on the results of the heteroscedasticity test, in Figure 4.16 it can be seen that the results of the heteroscedasticity test through the scatterplot graph method have been fulfilled according to the characteristics of the absence of heteroscedasticity symptoms. So it can be interpreted that the regression model of the influence of LinkAja sawadee krub ads on consumer perceptions does not have heteroscedasticity problems and is said to have been fulfilled.

The correlation coefficient was used in this study to try to relate the variable X (dependent) with the variable Y (independent) and to analyze the level of strength of the relationship. Based on the results of the correlation coefficient test, Figure 4.18 produces a Pearson Correlation value of 0.856. It can be said that the level of relationship between advertising variables and consumer perceptions is included in the degree of relationship in the category of "very strong correlation" or very perfect relationship" (0.76-1.00), so it can be interpreted that there is a perfect or rather strong relationship between the effect of linkaja's sawadee advertising krub on consumer perception. And the advertising variable in this study is positively related to consumer perceptions. According to (Kotler, 2016), advertising consists of impersonal presentations and ideas paid for by identified sponsors through print media, broadcast media, network media, electronic media, and display media (Kotler, 2016). Advertising effectiveness can be measured using the EPIC model. (Nasution, FSP, & Suyanto, 2016), The EPIC model developed by AC Nielsen consists of four dimensions: Empathy, Persuasion, Impact, and Communication. This is also supported by a previous study entitled "Effectiveness of social media advertising using Nielsen's epic ac on cellular operators in Indonesia." Febrina Syah Putri Nasution¹ Dr. Ir. Ama Suyanto, M. BA2 (2016) shows that the EPIC rate value indicates that advertising Social media on Telkomsel, Indosat, and XL Axiata are considered effective.

Next, the coefficient of determination. Through the coefficient of determination formula, it will be known whether there is a change in the dependent variable from the influence of the independent variable. The stronger or the greater the value of the correlation coefficient, the greater the coefficient of determination. Based on the results of the coefficient of determination test, Figure 4.19 produces an R square (R^2) value of 0.732 which indicates the influence of the Advertising variable on Consumer Perception. Then through the calculation of the coefficient of determination, it can be interpreted that there is an influence of LinkAja

Sawadee Variable Krub Advertising on consumer perceptions of 73.2%, while 26.8% is influenced by other variables not discussed in this study. In a previous study entitled "The Influence of Consumer Perception on Advertising and Sales Promotion on Grab Reuse Interest" Riska Sri Pertiwi Ho (2018) showed that consumer perceptions of advertising and sales promotions were 63.1% while the remaining 36.9% was influenced by factors other. factor. This shows that the results of the coefficient of determination in previous studies have the same results as in this study, where both have an influence between the x variable and the y variable. This shows that this study supports previous research.

Simple linear regression analysis is a regression analysis used to measure the predictive power of the independent variable on the dependent variable (Ulber Silalahi, 2015). In this study using simple linear regression analysis to assess the predictive power or influence that occurs between the X variable, namely LinkAja Sawadee Krub Advertisement on the Y variable, namely consumer perception. The results of simple linear regression analysis show that the variable (X) of advertising has a positive effect on the variable (Y) of consumer perception, where if the variable (X) of advertising increases by one percent, the consumer's perception will increase by 0.679. Based on the significance value through the picture in section 4.20, it is obtained a significance value of $0.000 < 0.05$, so it can be concluded that the variable (X) Advertising has an effect on the variable (Y) Consumer perception. This means that the results of simple linear regression analysis show the value of the X regression coefficient (advertising) of 0.679. It can be said that advertising and consumer perception are interrelated, so that each change or addition of one percent in the advertising variable makes the consumer perception variable increase or experience a change of 0.679 in the same direction. Or in other words the regression coefficient X (advertising) has a positive effect of 0.679 on consumer perceptions and will experience the same increase of 0.679. The point is that variable x is advertising with variable y, namely consumer perceptions are interconnected which results in an increase in value. The value of the two variables will also increase because they are interconnected, and from the results of this simple linear regression it can be seen that the resulting value is 0.679 even 1 percent, so this increase will have an impact on both variables because they are interconnected. The results of this study show the same results as the research "Influence of consumer perception on advertising and sales promotion on interest in reusing grab" by Riska Sri Pertiwi Ho (2018).

In this study the test used a t-test hypothesis test where there were several changes that were tested using The t-test is useful for predicting any changes that occur in the dependent variable to the independent variable. In the T-test hypothesis testing, a hypothesis has been determined based on the specified formula. Based on the results of the t-test hypothesis test, in Figure 4.21 it can be seen that the significance value is 0.000 where the value is < 0.05 , so it can be concluded that the LinkAja Sawadee advertising variable has an effect on consumer perceptions. Then the results obtained from t count of 16.366, and from the results of t table of 1.987, so it can be seen that t count $>$ t table which means H_0 is rejected and H_1 is accepted. In other words, it can be seen It can be said that this study shows that LinkAja Sawadee Krub ads have a significant influence on consumer perceptions. This means that the variable x, namely Advertising, has a positive influence or influence which after calculating the results will be the same, there is no change, the variable x, namely Advertising, has an effect on the variable y, namely Consumer Perception. This study has a previous study with the title "The effect of consumer perception on advertising and sales promotion on interest in reusing grab" by Riska Sri Pertiwi Ho (2018), this study previously also used a hypothesis but the hypothesis formula used was different, namely the F test, while this study using a hypothesis test with the T-test formula. In previous studies, the F test obtained a sig value of $0.003 < 0.05$, which means that H_1 from the previous study was rejected, and H_0 from the previous study was accepted, which means that H_0 is the consumer's perception of sales promotions partially affecting the interest

to be reused. While in this study T-Test obtained a value of $16,366 > 1,987$, which means that H_0 is rejected, and H_1 of this study is accepted, H_1 of this study is the influence of LinkAja Sawadee Krub Ads on Consumer Perception.

CONCLUSION

Based on the research data analyzed in the study entitled "The Effect of Linkaja's Sawadee Krub Advertisement on Consumer Perception", it can be concluded that LinkAja Sawadee's Advertising Crew has a positive and significant effect on consumer perceptions. affect Consumer Perception with a value of 0.679. In addition, through the results of the coefficient of determination the advertising variable is influenced by the advertising variable on the consumer perception variable by 73.2%, while the remaining 26.8% is influenced by other factors not examined in this study.

SUGGESTION

Theoretical Suggestions

Linkaja's Sawadee Krub Advertisement on Consumer Perception, it is hoped that further research on the effect of Linkaja's Sawadee Krub Advertisement on consumer perceptions can be continued by using other variables, especially the coefficient of determination that affects consumer perceptions of 73.2%. Where in this study it was found that 26.8% is influenced by other factors that can affect consumer perceptions. So it is hoped that further research can also be carried out using similar variables or with other objects so that they can be compared with this research.

Practical Suggestions

The results of this study explain that the dimension that has the lowest percentage of 77.2% is the Impact dimension, which indicates that the ability of LinkAja Sawadee Iklan Krub to convey messages has not been maximized in the eyes of the audience. Therefore, the Impact dimension needs to be improved in the future when creating LinkAja ads by showing how far the product looks different from other products.

The results of this study explain that the dimension that has the lowest percentage is Interpretation of 77.1%, which means LinkAja Sawadee Krub ads do not maximize the process of giving meaning to stimuli that come from the audience. So in this case it is necessary to improve the interpretation process in making advertisements so that the advertised brand becomes more attractive so that it can make consumers like the advertised brand.

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